GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:897
ANSWERED ON:19.07.2002
MARKET STUDIES BY SPICES BOARD
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Spices Board propose to undertake Market Studies in the US and Japan to promote Indian Brands;

(b) if so, the details thereof;

(c) whether a new set of organic spice exporters has emerged and exports are taking place; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) & (b): Yes, Sir. The market study mainly aims at formulation of an appropriate marketing strategy for the introduction and promotion of selected Indian spice brands in the consumer markets of USA and Japan. With this end in view, the study proposes to inter-alia capture information on geographical locations and potential market channels for introduction of Indian brands, suitable size packs, positioning of the brands, appropriate packaging, required quality standards, trade volumes, export earnings etc.

(c) & (d): Major organic spice and spice products exported from India are black pepper, white pepper, chilli powder, ginger, turmeric, mustard seed, tamarind, clove, nutmeg and mace. Culinary herbs like rosemary, thyme, oregano and parsley have also got potential for exports. Details of exports of organic spices for the last few years is given below:-

Year	Quantity (Tonnes)	Value (Rs. Lakhs)
1999-2000	63.43	195.51
2000-2001	37.60	125.93
2001-2002	98.65	267.30

Source: Spices Board.